

# bsd

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A proposal to support over-aged entrepreneurs, made by  
over-aged workers.

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Project Keep50+, Riga 3rd august 2017

## KEEP 50+



topic

## Introduction

*This is the outcome of our first project's meeting, in Italy.*

*Realised on 19° of July in Milan with the participation of 20 persons, representatives of senior workers association, training and business angels bodies, over-aged workers and professionals.*

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## A workshop to build up a common good

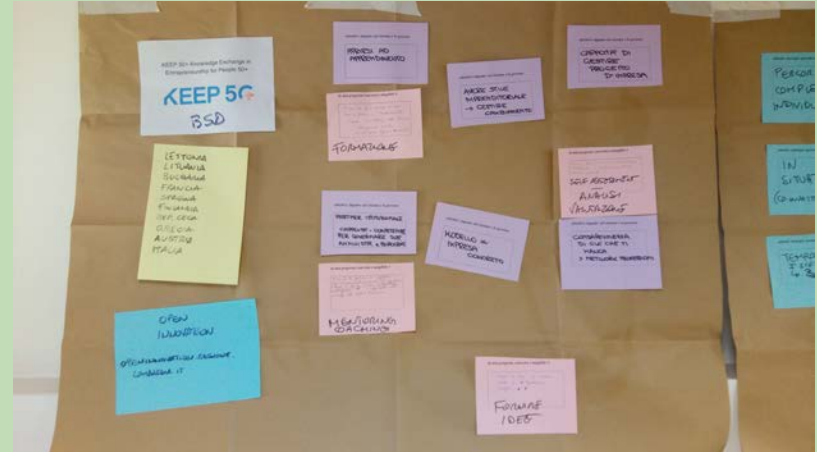
- The meeting was aimed at the reconnaissance of over 50 workers entrepreneurship training needs.
- We promoted a teamwork aimed to capitalize on the experiences, skills and opinions of the participating partners.
- We used a model of conduction inspired by the logical framework was used.

**Workshop was structured by the following schema:**

- **An introduction about project and ws aims**
- **A quick brief and icebreaking phase**
- **A facilitated discussion about: what over-aged workers need to learn to develop an enterprise**
- **Facilitation proposes questions in order to reach the elements to build up the logical framework**

## A brief of the proposal we made

The logical framework has inside all the elements to develop and describe an idea which is defined starting by problems analysis



### Overall Objectives:

- Ensuring employability of senior workers,
- Enhancing experiences and skills in valuable entrepreneurial activities.

# Project's logic

## Specific Objectives:

- Opening to learning,
- To exercise an appropriate entrepreneurial style, oriented towards change,
- Ability to manage the enterprise project,
- Ability to oversee the bureaucratic-administrative aspects of business management,
- To develop and manage a concrete and solid enterprise model,
- Ability to manage their own skills needs through effective networking.

## Project's logic

### Outcomes:

- **Analysis/Evaluation of business idea and entrepreneur profile,**
- **Training on a basic and solid business model,**
- **Mentoring/Coaching during the development phase and start-up,**
- **Guidance service on trends, sectors, kind of idea.**



## Project's logic

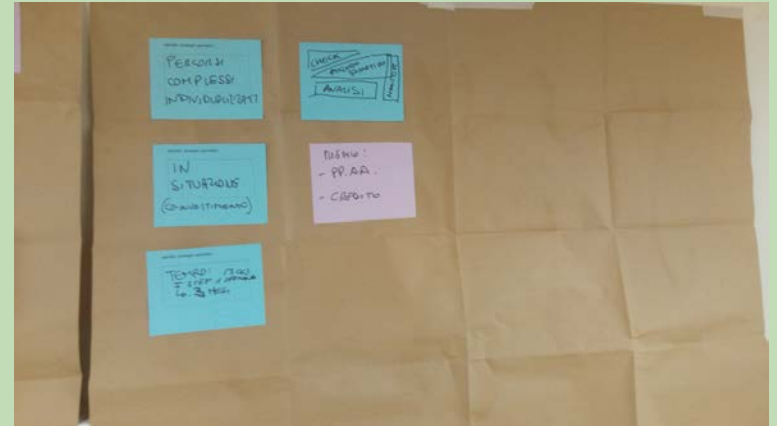
### Activities:

- Development of complex and individualized pathways,
- Operate for "in-situation" routes,
- Co-investment of stakeholders,
- Supervision of relations with the public administration and credit institutions.

# Proposal's dissemination

The logical framework's document represents a ready-to-submit proposal that could be declined in the guidelines and procedures of call for proposal or public tender.

We're sharing this idea to the network we're building up around Keep50+, in Italy and Europe



*Grazie - Thanks!*



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